

Global Kombucha Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Kombucha market size is expected to reach \$ 6617 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

Kombucha is a fermented tea beverage, made by adding a symbiotic culture of bacteria and yeast (SCOBY) to a solution of tea and sugar. During the course of the week-long (or more) fermentation process, the cultures metabolize the sugar and tea components to render a naturally carbonated beverage, with a slightly sweet-tart flavor, full of healthy components like B vitamins, organic acids, antioxidants, and trace amounts of alcohol.

The global kombucha market has seen remarkable growth in recent years, driven by increasing consumer demand for functional beverages that offer health benefits beyond hydration. Kombucha, a fermented tea known for its probiotics, antioxidants, and digestive health benefits, has gained widespread popularity, particularly among health-conscious consumers. The growing awareness of gut health and the rising trend of natural and organic products have fueled this demand. Additionally, kombucha is often marketed as a healthier alternative to sugary soft drinks, appealing to consumers seeking low-sugar, low-calorie options.

The market is also expanding due to product innovation and diversification. Kombucha is now available in a wide range of flavors, from traditional tea-based varieties to fruit-infused and herbal options. Companies are increasingly experimenting with ingredients like adaptogens, CBD, and superfoods to cater to evolving consumer preferences. Ready-to-drink kombucha is the most popular format, but the rise of home brewing kits and kombucha concentrates indicates the diversification of product offerings. This expansion into different formats and flavors has helped kombucha attract a broader consumer base, from millennials to older generations seeking wellness-oriented

beverages.

Geographically, North America and Europe dominate the kombucha market due to their established health-conscious consumer bases. In North America, the U.S. leads the market, driven by its growing organic food and beverage sector, while Europe shows increasing demand in countries like the UK and Germany. The Asia-Pacific region is also emerging as a promising market, with rising disposable incomes and awareness of healthy living trends. As kombucha becomes more mainstream and large beverage companies invest in the category, the market is expected to continue its upward trajectory, with a focus on innovation and expanding distribution networks.

This report studies the global Kombucha production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Kombucha and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Kombucha that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Kombucha total production and demand, 2021-2032, (M Liter)

Global Kombucha total production value, 2021-2032, (USD Million)

Global Kombucha production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Liter), (based on production site)

Global Kombucha consumption by region & country, CAGR, 2021-2032 & (M Liter)

U.S. VS China: Kombucha domestic production, consumption, key domestic manufacturers and share

Global Kombucha production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Liter)

Global Kombucha production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Liter)

Global Kombucha production by Sale Channel, production, value, CAGR, 2021-2032, (USD Million) & (M Liter)

This report profiles key players in the global Kombucha market based on the following

parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include GT's Kombucha, KeVita, Brew Dr. Kombucha, The Humm Kombucha, Live Soda Kombucha, Red Bull, Kombucha Wonder Drink, Townshend's Tea, Celestial Seasonings, Kosmic Kombucha, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Kombucha market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Liter) and average price (USD/Liter) by manufacturer, by Type, and by Sale Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Kombucha Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Kombucha Market, Segmentation by Type:

Herbs & Spices

Fruit

Original

Others

Global Kombucha Market, Segmentation by Sale Channel:

Offline

Online

Companies Profiled:

GT's Kombucha

KeVita

Brew Dr. Kombucha

The Humm Kombucha

Live Soda Kombucha

Red Bull

Kombucha Wonder Drink

Townshend's Tea

Celestial Seasonings

Kosmic Kombucha

HIGH COUNTRY

NessAlla Kombucha

Reed's

Buchi Kombucha

Tonica

Love Kombucha

Health-Ade

MOJO

Organic & Raw Trading

Clearly Kombucha

Jarr Kombucha

Key Questions Answered:

1. How big is the global Kombucha market?
2. What is the demand of the global Kombucha market?
3. What is the year over year growth of the global Kombucha market?
4. What is the production and production value of the global Kombucha market?
5. Who are the key producers in the global Kombucha market?
6. What are the growth factors driving the market demand?

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